

# PRO KANSAS MILLER RECYCLING CENTER



## newsletter

### DID YOU KNOW?

Every three months, Americans landfill enough aluminum to rebuild one entire commercial air fleet.

*America Recycles Day*

The number and availability of recycled products has increased. In 1990, the Recycled Products Guide listed 170 items; today, more than 5,000 recycled content products are available.

*Environmental Protection Agency*

Americans generated an average of 4.5 pounds of garbage per person per day in 2005. About 1.5 pounds were recycled. That's a national recycling rate for municipal solid waste of just 32%.

*Environmental Protection Agency*

Recycling 1 ton of paper saves:

- 17 trees (35' tall)
- 2 barrels of oil (enough fuel to run the average car from Dallas to Los Angeles)
- 4,100 kilowatts of energy (enough power for the average home for 6 months)
- 3.2 cubic yards of landfill space (one family-size pickup truck)
- 60 pounds of air pollution

*Trash to Cash*

Replacing one wasted can requires the energy equivalent to light a 100-watt light bulb for 5 hours or to power the average laptop computer for 11 hours.

*Container Recycling Institute*

Recycling one glass jar saves enough electricity to light a conventional 60 watt bulb for 4 hours or an 11 watt CFL bulb for 20 hours.

*America Recycles Day*

### HISTORY: PProKansas Recycling Center

Janice Hardeman had sweat blood and invested her savings to try to make Plastihood Recycling a success, but it was not to be. However, the core group of supporters and others picked up the pieces and moved forward. In 2001, Plastics Recycling of Kansas was incorporated as a not for profit entity.

Now best known as PProKansas Recycling, we started out to promote plastics recycling. We set up drop off sites once a month or so and did some educational efforts. These included cooperative efforts with Millennium Plastic Wood (Second Chance Plastics) and the First Presbyterian Church. On boiling days and freezing days, PProKansas volunteers were out in parking lots collecting recyclables.

We gradually figured out that we had to address more than plastics in order to attract enough participation and to be able to introduce plastics recycling to more people.

In 2004, the City of Wichita agreed to let us use the building on Clark street until it was to be torn down for a rail overpass project. (Actually, Marydel Grayum kept asking until she wore them down, we think.) That rail project and the demolition of the building continue to be delayed, and we continue to enjoy the use of a building which is nearly perfect for our needs.

**See page 3 for a detailed report.**

In the first fiscal year (9/04 through 8/05), we collected about 600,000 pounds of materials. In calendar year 2007, we received more than 1.5 million pounds. We are on track for TWO MILLION POUNDS to be collected in 2008.

In our October 2006 presentation to the Sedgwick County Solid Waste Committee, we bragged about having 460 cars per week coming through the PProKansas Miller Recycling Center. Now, 300 cars came through on Saturday alone.

PProKansas was successful in the 2006 round of KDHE grants and, in 2007, received \$45,000 to purchase a horizontal baler. This has significantly increased our processing ability as well as our cash flow.

Today, after constant adaptation to changes in resources, public acceptance, recycling markets and political climate, PProKansas Miller Recycling Center is bustling with activity. The overwhelming feeling in the air is that we are doing something good for us, good for others and good for our planet.



A volunteer uses one of the vertical balers at Pro Kansas Recycling.

**Our biggest need right now is volunteers. See page 2 for details on how you can help.**





## VOLUNTEERS

### PRoKansas Miller Launches New Volunteer Promotional Campaign

PRoKansas Miller is launching a new volunteer campaign titled, **"Do it in 3-D."** Three D refers to three dimensional, or the three ways of contributing to PRoKansas Miller.

Very often, the public relates volunteer work to physically working in the recycling center and this is not always the case. There are many levels and other ways to give of your time and talents to help the mission of PRoKansas Miller Recycling Center.

*"Do it in 3-D..."*

#### Donate time:

PRoKansas Miller relies extensively on volunteers to achieve its mission. Only two staff members are employed at PRoKansas, while volunteers perform all other work. Most of the volunteers assist patrons in unloading vehicles and sorting materials brought to the Center. There is an Education Center located in PRoKansas Miller that is always searching for recycling advocates willing to give presentations and educational tours.

Volunteers may donate time outside of the Center by writing letters or contacting City Council members and County Commissioners regarding recycling issues in Wichita and Sedgwick County.

#### Donate goods or services:

PRoKansas Miller is always interested in goods and services donations provided through companies or organization. This could include copying materials, flyers, and brochures... or hauling of materials to the Center.

PRoKansas is also interested in volunteers to provide lunch on Saturdays for approximately five – ten workers. This could be food brought to the Center or funds given to purchase food.

We are open to suggestions and ideas. Please do not hesitate to call and ask about a goods or service donation you are interested in sharing.

#### Donate funds:

PRoKansas Miller appreciates any monetary contribution received. 100% of any monetary gift will be used strictly for operations and activities associated with the PRoKansas Miller Recycling Center. All gifts, donations, and contributions are tax deductible.

Please remember: PRoKansas Miller Recycling Center could not begin to accomplish their mission without the help of dependable and reliable volunteers. Will you consider giving a few hours per month for improving the environmental status of our earth?

For general questions regarding volunteering or how you can help, please contact the Volunteer Recruitment Coordinator, Vickie Kline, at 316-253-6373 or [volunteers@recyclewichita.org](mailto:volunteers@recyclewichita.org).

This newsletter is published quarterly by

**PRo KANSAS**  
MILLER RECYCLING CENTER



725 E. Clark Wichita, KS 67211 316-269-1359 [www.recyclewichita.org](http://www.recyclewichita.org)

Hours of operation: Tuesday & Thursday 1 pm to 4 pm; Saturdays 9 am to 3

## MARKETING

*Submitted by Micheal Kline,  
Marketing Director*

PRo Kansas Miller has been generating a lot of press in the past few months. Take a look at what we've accomplished and our future activities.

**We continue to have a 30-second PSA** spot running at the Old Town Warren Theatre, which should run through the summer. Here's the link to YouTube:

<http://www.youtube.com/>. Then do a search for Recycle Wichita.

**April:** Both *Women's Focus* and *Wichita* magazine ran feature articles about recycling, quoting the PRoKansas Miller Recycling Center.

**Beginning June 4:** The PRoKansas/ Miller Recycling Center began running an ad in the Music Theatre of Wichita's Playbill, which will run through the summer. I struck a deal with Wayne Bryan where I would operate and maintain a recycling center for the 2008 production team in trade for the ad, which will give us an estimated 85-100,000 impressions.

**June 5:** I gave a tour to Becky Springer, Mark Stump, and approximately 15 junior volunteers with United Way of the Plains.

**June 12:** The *Wichita Eagle* ran an editorial piece I wrote on Recycling Made Easier which caused a real spike in traffic at our website.

**June 24:** I gave a 30-minute interview to Allison Jansen of Radio Disney (KQAM 1240) that aired on Sunday morning, June 29, as part of their Kids Clubhouse show. I hope to have the audio of that interview available for archive soon.

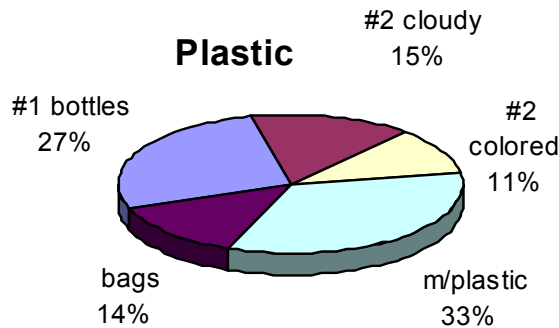
**June 26:** I gave a 45-minute presentation to the "Greening Team" at the main branch of Intrust Bank, where I instructed them on the Why, Where, and How of recycling in Wichita. I also encouraged them to put pres  
(Continued on page 3)



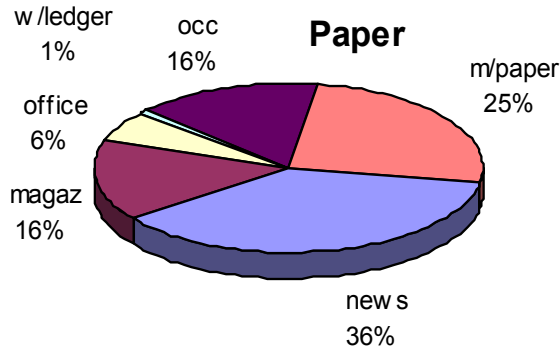
# PRo Kansas Miller Recycling Update

## PRODUCTS

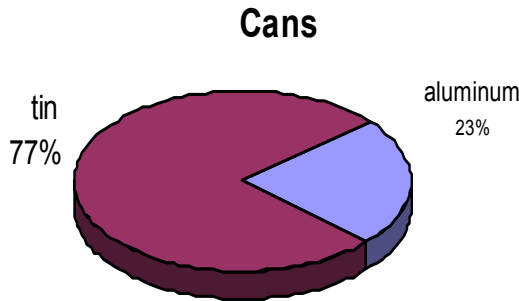
Plastic	pounds
#1 bottles	104,506
#2 cloudy	59,628
#2 colored	41,078
m/plastic	130,476
bags	<u>53,291</u>
TOTAL	388,979



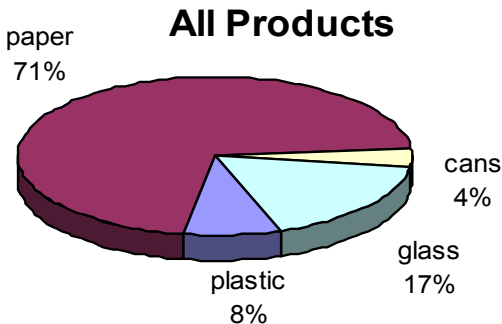
Paper	pounds
news	1,278,890
magz	548,371
office	197,137
w/ledger	25,483
occ	544,371
m/paper	<u>878,033</u>
TOTAL	3,472,375



Cans	pounds
aluminum	39,878
Tin	<u>133,586</u>
TOTAL	173,464



Glass	pounds
TOTAL	843,542



## SHIPMENTS

2004:	143,207	(3rd & 4th qtr only)
2005:	803,129	
2006:	1,353,088	
2007:	1,487,518	
2008:	1,091,328	(1st & 2nd qtr only)

**TOTAL: 4,878,270**

Overall shipments to PRo Kansas Miller Recycling Center continue to increase.

Paper makes up almost the majority of products at 71%, followed by glass at 17%, plastic at 8% and cans, 4%.

It's interesting to note that PRo Kansas Miller's original goal was to be a plastics recycler, but today plastic only makes up 8% of the center's total shipment.

Recycling is one of the easiest ways you can help slow climate change and global warming. By recycling at home, you help significantly lower carbon emissions associated with extracting virgin materials, manufacturing products and waste disposal.

And recycling includes more than just paper, plastic and aluminum cans...if you donate old clothes or toys or have a garage sale, you are recycling.

## MARKETING

(Continued from page 2)

sure on the management team of the new downtown arena (named for their institution) to develop a comprehensive recycling program.

**July:** ProKansas Recycling was featured as the "Nonprofit of the month" in the Non Profit Chamber of Service's summer newsletter.

**In late July** (date TBA) I will give a facility tour to Century II's event staff (commonly known as the blue shirts)

to show them how we work and why.

**August 2:** We will have the City of Wichita's Department of Environmental Services Air Quality division set up across the street (to the North) to check vehicle emissions at no charge (they will also hand out free tire pressure gauges) from 9 am to noon. I am delighted to being doing anything with the city, so let's do all we can to support this.

**August 23:** We will be handing out flyers and other information at Derby's SummerFest.